



DRIVE YOUR LOCAL ECONOMY

Local Labels – “Getting Your Product to the Shelf”

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Agenda



- Micro Business Development
- Local Labels Program Overview
 - Program Overview
 - Potential Products
 - Client & Partner Processes
 - Program Benefits
- Getting Your Product on the Shelf
 - Retail Concepts
 - What are Retailers Looking For?
 - Getting on the Shelf

Micro Business Development (MBD)



- MBD Overview
 - Award winning non-profit based in Denver, CO (14 years of operation)
 - Assists with micro-enterprise business creation, development and sustainability
 - Provides the highest level of services to foster individual, business and economic development.
 - Encourages the “Triple Bottom Line” principle (social, economic, and environmental gains)
 - Strong Community Ties (business, government, community groups)
- Mission
 - *To eliminate barriers to economic independence for community entrepreneurs, both youth and adult, through access to markets, resources and business capital.*
- MBD Client Offerings
 - Access to Markets (programs geared towards getting client products and services into the marketplace)
 - Access to Capital (loans)
 - Business Assessment (one-on-one or formal **Micro Business Assessment**)
 - Educational Offerings (business coursework)
 - YouthWorks (promotes entrepreneurial behavior among high risk urban youth)
 - Community Awareness Programs
- Contact
 - www.microbusiness.org
 - 303-308-8121

Local Labels - Overview



- Overview

- Encourages responsible contribution to the Colorado economy through the development, promotion & purchase of locally-based products and services
- Vision to become **state-wide local development, buying and awareness program** for the state of Colorado
- Continuous **Access to Markets Partnership** with vendor and retail partner
- Three distinct offerings: 1) **Product Development**, 2) **Product Placement**, and 3) **Vendor / Partner Handoff**
- **Product Selection Showcase** determines Clients Ready for Product Placement
- **Product Placement = 3 Month Period** on *Local Labels* Display Kiosk
- Series of **Development Workshops** for vendors "Not Market Ready"
- Eventual **Permanent Placement** of vendor's product at retail partner
- Program **Sustained** through **Program Fees, Grants and Donations**
- Value provided to **All Vendors** at **All Levels** of participation
- Promoted as a **Socially Conscience, Local Responsibility and Awareness Program**

Potential Products



- Sauces
 - BBQ Sauce
 - Caribbean Sauce
 - Hot Sauce
- Cookies/Candy
 - Sugar-Free Cookies
 - Toffee
 - Almond Cookies
- Clothing
 - Artsy T-Shirts
 - Maternity Clothes
 - Dog Clothes
- Specialty
 - Gift Baskets
 - Gift Wrap Accessories
 - Recycled Totes
 - Gift Cards
 - Jewelry
 - Soaps
 - Backscratchers

**And the list goes
on...**

Sample Vendors



Tropical Items Madagascar

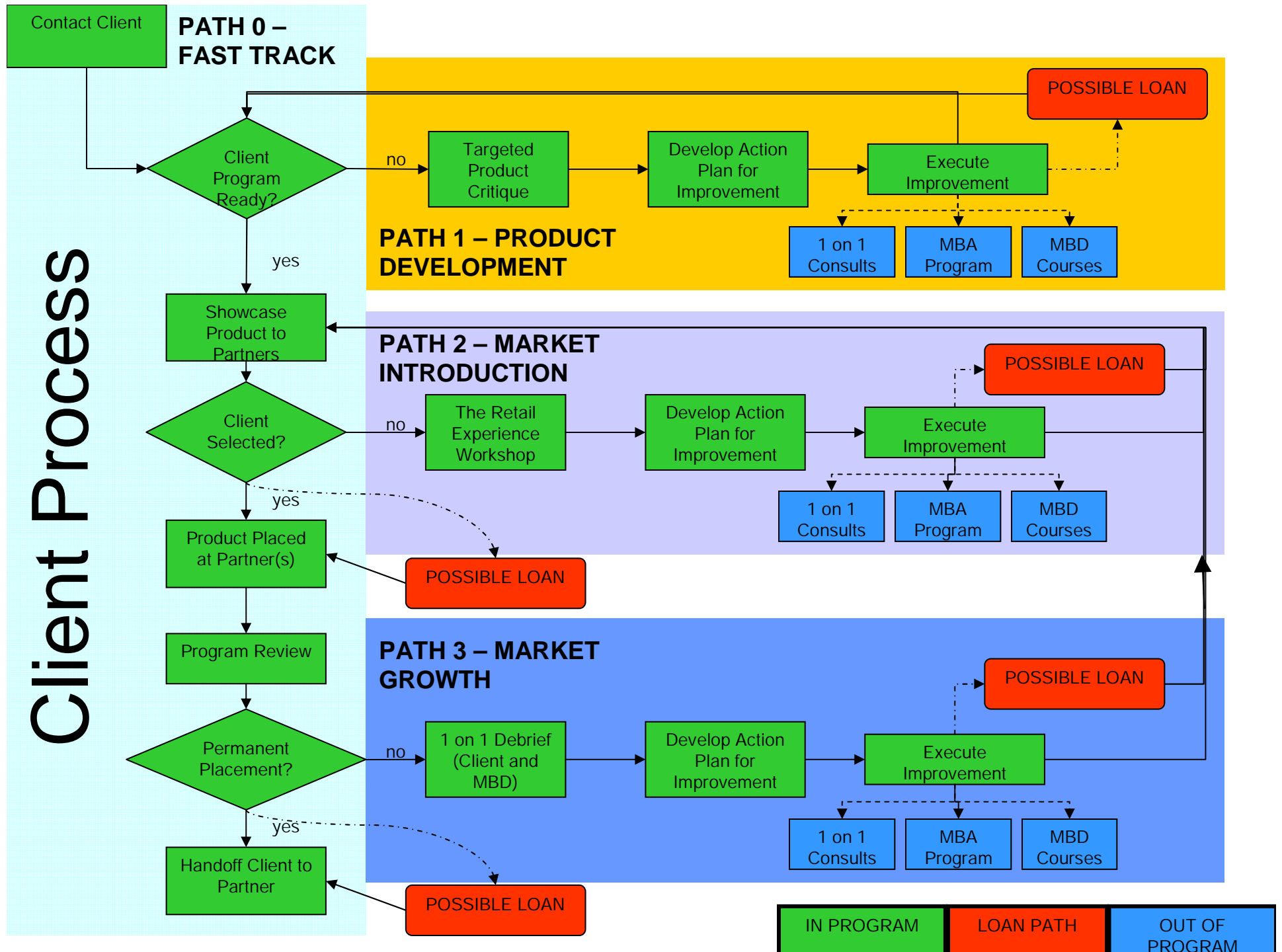
- Colorado-Based
- Fair-Trade Certified Products
- Promotes Native Women Artisans of Madagascar
- Products Include Baskets, Purses, Placemats, and Hats



Big Mike's BBQ

- Colorado-Based/Produced
- Colorado Proud Member
- Award Winning BBQ & Sauces
- Featured on the Food Network Show "Food Finds"
- 4 Different Sauce Flavors

Client Process



Program Benefits



- **Vendor Benefits**

- Access to a Larger Sales Market
- Increased Sales and Revenue
- Access to Key Decision Makers in Retail Environment
- Experience in “Making a Pitch” for Product Placement
- Member of Larger Cooperative to Mitigate Pressure from Big-Box Stores
- Featured on *LOCAL LABELS* Page on MBD Web Site
- No Client is Left Behind – Value is Provided at all Levels of Participation
- Access to Real-World Knowledge through Workshops and Interactions with Retailer Partners
 - Critique of Product
 - Pricing Help
 - Logistics Know-How
- Solutions are Client-Driven and Non-Subsidized
- Clients Receive “Summary Report” - providing key data from retailer and MBD while client was in the program

Basic Retail Concepts



- Retail is a busine\$\$
- Retailers are very busy
- It's all about quality
- You are being tracked from day one
- Dollars and Sense (not cents)
- They expect a presence
- Do your research
- You can't be best friends overnight

What Are Retailers Looking For?



- Attributes

- Marketable Products
- Acceptable Profit Margins
- Consumable Products
- Popular Products
- Outside Competition (other stores)
- Private Label Potential
- Quality
- Diversity

- Questions

- Would I buy this product?
- Do I get excited about this product?
- Would I sell this product to someone I know?
- Is there a need for this product in the market?
- Can I imagine selling this product over the next year / years?

Get Your Product to the Shelf



- Understand who you are and what your limitations are
 - Production
 - Price
- Identify / Research your target business
- Make contact
 - Who is the buyer
 - What is the process for new products
- Submit samples
- Be Persistent, but not annoying
- Negotiate



Questions / Comments?